

Editor.

Miss Julia E. Hennacy.

Assistant Editors.

Miss Edna Bushfield

Miss Margaret Murphy.

In answer to the question - "How much did you save out of last week's wages?" The average reply is "nothing". Then old General Alibi is rushed forward with a regiment of excuses "Shoes \$14.00 pair," a decent waist cost \$10.00". Why silk stockings are just double", and thus the alibies run. So the concrete excuse as to why 80% of us are not saving to-day, is blamed on that broad-shouldered, fat faced, boogey man Mr. Hi-Cost-of-Living.

Mr. H.C.L. has us bluffed but you know the old saying "the bigger they are, the harder they fall", and it is so. Just sit down and figure out some of the ways you are spending your wages today. Then go back a few years to the time you were receiving less and compare purchases. Are you not buying so-called necessities to-day for personal adornment that you considered luxuries in a not far distant past. Well that is why old H.C.L. grows fat and worries us at night, simply because as our wages increase, our expenditures increase.

Now this week if you and I, and all the other You and I's in the Country, save 10% of our wages and get the habit of doing so week after week, Mr. H. C. L. would last as long as a snow ball at the equator. Of course, in some lines wages would gradually recede with the cost of living. Statistics show us however, that wages do not recede as fast as living costs.

So the whole argument sums up thusly, if you and I save a portion of our wages for the never far off rainy day, we are first helping ourselves by increasing our personal efficiency, for saving is the first test of efficiency.

This 10% saving is allowing production to catch up with the demand of the same. When this is accomplished, you can readily see that things will be equalized. So it is up to you and I and the other fellow to get the see-saw of Supply and demand balanced and we can do it if we are economical.

So now "Let's Go" and make the acquaintance of the man in the "Saving Dept. Cage" even tho it is only a \$1. a week, the Teller will look more like an old friend every time we go. This is one way we can prove we are patriotic Americans by taking the "Un" out of the Un-Rest in these United States. God Bless them one and all.

Robert B. Finney.

Little bits of spirit
Little drops of pep
Help to boost Store 153
Higher, step by step.

Little themes and stories
Little funny jokes
Help to make our Kresgeite
Appeal to other folks.

Julia Hennacy.

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